

New York City Mayoral Election – General Election

October 15-19, 2013

801 Likely General Election Voters (MOE: +/- 3.46%)

Likelihood to Vote

What are the chances of you voting in the November general election for Mayor of New York City and other offices - are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Almost certain	91	91	91	95	92	91	92	94	90	91	91	91
Probably	9	9	9	5	8	9	8	6	10	9	9	9
50-50	0	0	0	0	0	0	0	0	0	0	0	0
Probably not	0	0	0	0	0	0	0	0	0	0	0	0
Definitely not	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0

Direction of the City/Neighborhood

Split Sample: Would you say that things in New York City are generally headed in the right direction, or are things off on the wrong track?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens
Right direction	51	54	47	42	50	48	52	57	53	48	52
Wrong track	35	32	37	45	36	37	38	26	36	38	34
Don't know/refused	14	14	16	12	14	15	10	17	11	14	14

Split Sample: Would you say that things in YOUR NEIGHBORHOOD are generally headed in the right direction, or are things off on the wrong track?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens
Right direction	66	65	64	80	69	63	67	63	62	72	63
Wrong track	25	26	28	14	23	27	26	28	32	20	26
Don't know/refused	9	9	8	7	8	10	7	9	6	8	11

Most Important Issue

Now I am going to read you a list of concerns that some people in the city have mentioned. Please tell me which one you personally want the next MAYOR OF NEW YORK CITY to focus on in the next few years? READ CHOICES	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
The economy and jobs	21	19	23	22	20	23	23	13	24	20	27	23
Public education	18	20	11	16	18	18	18	22	12	21	14	15
Affordable housing for all income groups	18	20	7	14	13	25	20	24	21	16	15	6
Crime and safety	16	12	29	23	16	13	19	12	22	18	14	12
Cost of living	8	9	5	7	10	6	9	11	9	7	5	11
Taxes and city fees	6	5	13	5	10	3	2	5	2	6	6	16
Income inequality	5	6	1	6	4	5	4	3	4	5	7	5
City government spending and debt	4	2	9	5	6	1	1	4	2	1	5	9
Other	5	6	2	2	3	7	3	3	4	4	7	2
Don't know	1	1	0	0	1	0	0	2	1	0	0	0

Mayoral Ballot

<p>If the election for New York City Mayor were held tomorrow and the candidates were: [RANDOMIZE] Democrat Bill de Blasio, Republican Joe Lhota, Independent Jack Hidary, AND Independent Adolfo Carrion, for whom would you vote or are you undecided?</p> <p>[IF UNDECIDED:] Well, toward which candidate do you lean?</p> <p>[IF CANDIDATE:] Would you say you support that candidate strongly or not strongly?</p>												
	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Bill de Blasio	64	75	18	51	50	83	75	66	66	70	59	44
Joe Lhota	23	12	68	35	39	1	12	21	15	20	29	38
Adolfo Carrion	2	2	2	2	2	1	5	2	9	1	2	1
Jack Hidary	2	2	3	2	2	1	3	1	1	3	0	8
Undecided	8	8	8	9	6	13	5	8	9	6	9	8
Other	0	1	0	0	0	1	0	0	0	0	1	0
Refused	1	0	1	0	0	0	0	1	0	0	1	1

Mayoral Ballot: Complete Breakdown	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
De Blasio – strong	46	55	10	32	31	70	57	44	54	49	47	23
De Blasio – not strong	11	12	5	13	14	4	13	17	6	12	7	15
undecided – lean De Blasio	6	7	3	6	5	9	5	6	6	9	5	6
Lhota – strong	13	6	42	23	22	1	9	17	9	8	16	18
Lhota – not strong	7	4	20	7	12	0	2	3	4	9	7	17
undecided – lean Lhota	3	2	6	5	5	1	2	1	2	3	6	2
Hidary – strong	1	1	3	0	1	1	2	0	1	3	0	5
Hidary – not strong	0	0	0	0	0	0	0	0	0	0	0	0
undecided – lean Hidary	1	0	0	2	1	0	1	1	0	0	0	3
Carrion – strong	1	2	1	0	1	1	4	0	7	1	0	0
Carrion – not strong	0	0	0	0	1	0	0	1	0	0	1	0
undecided – lean Carrion	1	0	1	2	1	0	1	1	1	0	0	1
Undecided	8	8	8	9	6	13	5	8	9	6	9	8
Other	0	1	0	0	0	1	0	0	0	0	1	0
Refused	1	0	1	0	0	0	0	1	0	0	1	1

Mayoral Ballot Based on the Top Issues	All	Economy and Jobs	Public Education	Affordable Housing	Crime and Safety	Cost of Living	Taxes and City Fees
Bill de Blasio	64	56	83	79	47	71	40
Joe Lhota	23	32	8	8	40	19	47
Adolfo Carrion	2	2	1	5	3	1	0
Jack Hidary	2	2	1	1	2	1	5
Undecided	8	8	7	7	7	7	7
Other	0	0	1	1	0	1	0
Refused	1	0	0	0	2	0	0

IF SUPPORT A CANDIDATE: Are you supporting this candidate mainly because: READ RESPONSES	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
You like the candidate's ideas and proposals	28	30	14	32	25	37	23	31	34	30	22	21
There is no better alternative	26	22	40	27	36	11	21	27	14	28	25	35
You think the candidate can get things done	18	17	21	17	14	21	21	13	22	17	20	21
The candidate represents change	13	16	5	4	9	20	16	13	19	11	13	9
You like the candidate's experience	10	8	16	16	10	4	13	12	9	7	14	9
You like the candidate's personality	3	4	2	0	1	6	5	1	2	5	4	0
Don't know	2	2	3	4	3	1	1	2	1	3	1	5

IF SUPPORT A CANDIDATE: Are you supporting this candidate mainly because: READ RESPONSES	All	De Blasio Supporters	Lhota Supporters
You like the candidate's ideas and proposals	28	33	15
There is no better alternative	26	21	39
You think the candidate can get things done	18	17	19
The candidate represents change	13	16	3
You like the candidate's experience	10	7	22
You like the candidate's personality	3	4	1
Don't know	2	2	1

Mayoral Ballot Based on Reasons to Support a Candidate	All	Ideas and Proposals	No Alternative	Can Get Things Done	Represents Change	Experience
Bill de Blasio	64	83	58	66	88	45
Joe Lhota	23	13	38	28	6	54
Adolfo Carrion	2	3	2	4	4	1
Jack Hidary	2	1	2	2	2	0
Undecided	8	0	0	0	0	0
Other	0	0	0	0	0	0
Refused	1	0	0	0	0	0

IF SUPPORT A CANDIDATE: The November election is a few weeks away – would you be willing to change your mind? READ RESPONSES	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Yes, I could change my mind	17	16	20	18	16	14	19	13	20	20	14	21
I could change my mind, but most likely I will still vote for this candidate	26	24	29	32	29	19	27	23	23	27	30	21
No, I will definitely vote this way in November	57	60	50	50	54	66	54	64	55	52	56	58
Don't know	1	1	1	0	0	1	0	0	2	1	0	0

IF SUPPORT A CANDIDATE: The November election is a few weeks away – would you be willing to change your mind? READ RESPONSES	All	De Blasio Supporters	Lhota Supporters
Yes, I could change my mind	17	14	19
I could change my mind, but most likely I will still vote for this candidate	26	24	29
No, I will definitely vote this way in November	57	61	51
Don't know	1	1	1

Leader Favorability

Now I would like to ask you about some public figures. For each, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person. If you haven't heard of the person, or if you don't know enough about that person to have an impression, just say so and we will move on.												
% Favorable/ % Unfavorable	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Bill de Blasio	71/23	80/14	34/61	62/30	59/37	89/4	82/11	71/22	77/16	75/18	70/25	43/50
Michael Bloomberg	55/43	51/47	69/31	63/37	63/37	42/55	51/47	58/39	50/47	54/44	58/41	45/55
Joe Lhota	39/41	30/47	76/15	45/35	52/36	19/51	31/43	40/43	32/42	37/37	40/44	50/42
Adolfo Carrion	18/12	20/11	13/14	6/21	12/12	24/10	31/15	15/12	49/15	16/11	10/14	10/9
Jack Hidary	6/4	7/5	4/1	2/2	5/2	4/4	11/6	4/3	7/5	7/4	7/6	3/3

Candidate Traits: De Blasio vs. Lhota

Split Sample: Now, I am going to read you a series of words and phrases. For each one, please tell me which candidate you think that particular phrase describes better [ROTATE] Bill de Blasio or Joe Lhota.											
	% De Blasio/ % Lhota	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn
Is a voice for change	71/11	76/7	46/33	73/15	67/15	81/4	76/9	69/10	73/15	74/7	72/15
Will prioritize education and good public schools.	66/20	75/10	38/50	48/42	57/28	79/7	70/16	64/17	75/19	74/13	62/24
Will make New York City more affordable.	66/18	75/10	30/44	53/35	52/27	82/6	73/10	63/23	72/11	76/6	61/24
Shares your values.	63/23	74/14	19/63	43/32	47/40	84/3	78/11	66/22	71/21	66/20	54/27
Will focus on each of the five boroughs equally.	58/21	67/15	22/45	50/25	42/33	82/1	72/18	67/16	63/19	56/21	56/21
Cares about people like you.	58/20	67/11	21/55	46/32	44/28	78/3	68/17	53/23	69/6	63/13	56/27
Will work across party lines to get things done.	57/23	63/15	31/54	51/34	42/35	72/6	72/14	49/25	70/15	64/14	56/32
Will create jobs and improve the economy.	52/28	61/18	20/62	37/42	30/45	77/5	71/18	47/30	66/25	51/21	53/29
Gets things done.	49/29	58/21	16/62	37/36	28/44	76/7	63/21	43/32	64/26	50/24	48/28
Would be a strong leader during a crisis like a hurricane or a terrorist attack.	42/36	50/25	17/72	25/56	29/50	64/13	56/24	44/35	44/32	43/31	41/39
Will be tough on crime and improve public safety.	41/43	47/37	19/69	30/45	19/62	71/17	64/26	37/48	51/42	45/33	41/46
Will continue Michael Bloomberg's policies.	14/68	13/70	14/62	13/69	13/66	14/76	15/72	11/67	26/69	10/69	14/68

Split Sample: And now a different list. For each one, please tell me which candidate you think that particular phrase describes better [ROTATE] Bill de Blasio or Joe Lhota.												
% De Blasio/ % Lhota	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	
Will pursue an ideological agenda.	51/23	48/26	55/22	60/12	53/20	48/28	56/27	55/19	54/26	43/28	49/23	
Will raise taxes.	50/29	43/35	77/8	54/27	68/14	34/44	29/53	57/25	35/48	49/26	49/29	
Is running a divisive campaign.	38/27	33/30	55/15	54/17	38/20	40/38	39/30	42/19	26/35	30/29	46/30	
Will hurt local businesses.	30/30	24/33	51/14	45/23	34/21	23/38	26/40	32/21	20/36	25/29	35/32	

Next City Administration

Should <u>corporations</u> receive MORE or FEWER economic incentives and other favorable policies from the next city administration?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
More	27	23	46	27	27	23	28	27	29	24	29	23
Fewer	57	61	40	53	53	63	60	49	57	61	56	70
Neither, about the same	9	8	9	12	12	4	6	12	9	7	8	1
Don't know	8	8	6	8	8	9	5	11	5	7	7	5

Should <u>real estate developers</u> receive MORE or FEWER economic incentives and other favorable policies from the next city administration?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
More	21	19	33	20	19	21	22	17	21	23	21	29
Fewer	64	66	51	67	67	65	65	65	65	65	63	64
Neither, about the same	6	5	9	8	7	4	5	9	7	4	6	2
Don't know	9	10	7	6	7	9	8	9	7	8	10	6

Should <u>small businesses</u> receive MORE or FEWER economic incentives and other favorable policies from the next city administration?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
More	88	87	93	92	89	88	91	89	91	86	88	92
Fewer	4	5	3	2	3	6	5	2	4	5	7	2
Neither, about the same	4	4	1	4	3	5	2	3	3	5	4	1
Don't know	4	4	2	2	4	2	2	6	3	4	2	5

Should <u>workers</u> receive MORE or FEWER economic incentives and other favorable policies from the next city administration?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
More	83	86	71	82	79	93	84	79	85	83	86	84
Fewer	5	4	11	5	5	2	7	5	7	4	5	5
Neither, about the same	5	4	11	4	8	2	4	6	5	4	5	5
Don't know	7	7	8	9	9	3	5	10	4	9	5	6

Mayor Bloomberg

Let's change directions. Thinking in general, would you say you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of the job Michael Bloomberg has been doing as Mayor?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Strongly approve	22	19	24	35	25	10	22	29	26	13	26	10
Somewhat approve	39	39	45	31	41	41	34	36	28	44	41	36
Somewhat disapprove	17	19	11	11	15	21	17	13	19	21	14	17
Strongly disapprove	21	22	17	22	18	26	23	21	22	20	18	37
Don't know	2	2	3	1	1	2	4	1	4	3	1	0
Approve	60	58	69	66	66	51	56	65	55	56	67	46
Disapprove	38	41	28	33	33	46	40	34	42	41	32	54

Overall, do you want the next mayor of New York generally continue the policies of Mayor Bloomberg OR do you think it is time for a change?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Continue the Bloomberg policies	25	19	45	35	36	7	15	32	19	19	30	15
Time for a change	70	76	51	61	58	90	81	64	77	73	67	80
Don't know/refused	5	5	4	5	6	3	5	4	4	8	3	5

In your opinion, has the city government under Mayor Bloomberg paid too much, too little, or about the right amount attention to <u>the wealthy</u> ?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Too much	69	75	48	58	66	77	74	66	72	75	65	64
About right	20	15	44	26	25	13	15	25	20	15	20	27
Too little	3	3	5	5	2	4	3	2	2	2	7	1
Don't know/refused	7	7	4	11	7	6	7	8	6	7	8	8

In your opinion, has the city government under Mayor Bloomberg paid too much, too little, or about the right amount attention to <u>the middle class</u> ?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Too much	3	3	3	3	1	4	7	4	3	3	4	0
About right	24	21	32	33	27	18	21	28	19	22	29	15
Too little	67	70	61	57	68	74	65	60	74	71	62	82
Don't know/refused	5	5	4	6	4	4	7	8	3	4	5	3

In your opinion, has the city government under Mayor Bloomberg paid too much, too little, or about the right amount attention to <u>the poor</u> ?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Too much	3	3	9	0	3	1	6	4	7	1	2	6
About right	23	18	42	34	33	8	18	25	20	20	25	32
Too little	69	76	44	60	59	88	73	67	71	74	68	62
Don't know/refused	4	4	5	6	5	2	3	5	3	4	5	0

Demographics

Gender (Voter File Sample)	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manh attan	Bronx	Brook lyn	Queen s	S.I.
Male	44	40	55	54	48	33	46	40	37	44	49	55
Female	56	60	45	46	52	67	54	60	63	56	51	45

Borough (Voter File Sample)	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manh attan	Bronx	Brook lyn	Queen s	S.I.
Manhattan	25	26	21	25	31	15	28	100	0	0	0	0
Bronx	13	13	17	7	8	19	21	0	100	0	0	0
Brooklyn	29	32	18	23	28	41	19	0	0	100	0	0
Queens	26	25	24	32	23	25	25	0	0	0	100	0
Staten Island	7	3	20	13	10	0	7	0	0	0	0	100

Age Group (Voter File Sample)	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manh attan	Bronx	Brook lyn	Queen s	S.I.
18-29	13	13	18	8	16	10	9	6	8	20	13	20
30-39	15	13	18	23	16	10	19	15	15	12	18	19
40-49	18	17	18	25	18	15	21	23	10	19	17	13
50-64	30	31	26	34	29	32	31	29	37	29	29	30
65+	24	27	20	10	21	34	19	27	31	20	23	18

Party Registration (Voter File Sample)	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manh attan	Bronx	Brook lyn	Queen s	S.I.
Democrat	73	100	0	0	61	92	80	76	74	81	70	36
Republican	14	0	100	0	23	2	8	12	18	9	13	40
Independent	11	0	0	100	13	4	12	11	6	9	13	20
Other	2	0	0	0	3	2	0	1	2	1	3	4

Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manh attan	Bronx	Brook lyn	Queen s	S.I.
Republican	11	3	52	8	17	1	8	6	11	10	11	27
Democrat	60	78	6	17	48	78	66	64	59	67	59	26
Independent	21	13	28	60	27	15	18	23	21	16	20	39
Other	6	4	12	11	6	4	7	6	8	4	7	6
Don't know	1	1	1	1	1	1	1	1	2	2	1	0
Refused	1	1	1	2	0	0	0	0	0	1	1	2

In the November 2009 election for New York mayor, did you vote for:	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
Michael Bloomberg	40	33	72	48	50	25	39	47	29	35	44	42
Bill Thompson	42	50	10	34	32	60	47	38	52	45	37	38
Other	3	3	5	5	4	2	3	2	1	4	4	7
Did not vote	7	6	9	9	8	7	5	7	9	6	8	8
Don't know/ refused	7	9	4	4	6	6	5	7	9	10	6	4

What is the highest level of school you have completed or the highest degree you have received?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
1-11 Grade	2	2	1	0	0	2	3	1	3	1	3	0
High school diploma or the equivalent	15	17	11	11	9	26	20	11	23	16	16	9
Some college	20	20	26	13	19	20	29	16	32	20	16	29
College graduate	30	27	34	43	31	23	29	34	16	27	37	26
Graduate school	29	30	26	31	39	23	15	35	23	32	25	27
Technical school	2	2	2	0	1	4	2	3	0	2	2	2
Don't know/refused	2	2	1	2	1	2	1	1	2	2	1	8

<u>Race:</u> Are you of Hispanic, Latino, or Spanish-speaking background?												
<i>[IF NO]</i> What is your race – white, black, Asian, or something else?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manhattan	Bronx	Brooklyn	Queens	S.I.
White	47	40	77	55	100	0	0	58	29	45	42	68
Black/Afr. Amer.	22	28	4	8	0	100	0	13	32	31	21	1
Latino/Hispanic	18	20	10	19	0	0	100	20	29	12	17	18
Asian	6	6	5	8	0	0	0	3	2	4	13	6
Native American	1	1	1	1	0	0	0	1	2	0	0	0
Pacific Islander	0	0	0	0	0	0	0	0	0	0	0	0
Arab American	0	0	0	0	0	0	0	0	0	0	0	0
Other	4	4	2	6	0	0	0	3	4	5	5	4
Don't know/Refused	2	3	1	2	0	0	0	2	1	3	2	3

And what is your religion?	All	Reg. Dems	Reg. GOP	Reg. Indy	White	Afr. Amer.	Latino	Manh attan	Bronx	Brook lyn	Queen s	S.I.
Protestant	24	28	17	6	10	63	17	23	35	24	24	10
Catholic	32	28	47	40	34	17	61	25	41	25	34	62
Jewish	17	16	18	21	33	1	4	24	5	25	9	6
Non-traditional (include Christian Science, Jehovah's Witness)	3	4	0	6	2	5	5	1	4	5	4	3
Mormon, Latter Day Saints, LDS	0	0	0	0	0	0	0	0	1	0	0	0
Muslim	1	1	2	5	0	3	0	1	0	2	2	2
Other	4	4	4	5	1	1	3	1	4	2	9	4
No religion	13	15	4	13	16	8	7	20	7	13	11	7
DK/Refused	5	5	7	5	3	2	4	5	3	5	7	4